

DEC 11 2006

T.W.  
10  
Appl. No.: 11/718,869  
Amendment And Response To Office Action

Docket No.: 085804 . 013100

**REMARKS**

Claims 1 to 15 are pending in the application, of which Claims 1 and 13 to 15 are the independent claims. Claims 1, 7 and 12 to 15 are being amended. Reconsideration and further examination are respectfully requested.

The Office Action objects to Claims 12 to 14 and to Figures 2 to 4 and 6 to 8. The amendments made are believed to obviate the objections. Reconsideration and withdrawal of the objections are therefore respectfully requested.

An amendment is being made to the replacement drawing sheet for Figure 4, which was deposited with the United States Patent and Trademark Office on June 28, 2003. As originally filed, Figure 4 contained the wording "USER ACCOUNT TABLE" in box 22a. The replacement drawing sheet inadvertently changed the wording to be "USER ACTION TABLE". The current amendment is intended to correct the typographical error. In addition, paragraph 51 is amended to change "FIG. 5" to read "FIG. 6". The amendments made herein are fully supported by the application and drawings as originally filed.

Claims 1, 7, 11 to 15 are rejected under 35 U.S.C. § 102(b) over U.S. Pub. No. 2002/0059095 (Cook), Claims 2 to 5, 8 and 10 are rejected under 35 U.S.C. § 103(a) over Cook and U.S. Patent No. 6,968,513 (Rinebold), and Claims 6 and 9 are rejected under § 103(a) over Cook and U.S. Patent No. 6,868,389 (Wilkins). Reconsideration and withdrawal of the rejections are respectfully requested for at least the following reasons.

Claim 1 recites a method of tracking a user's interaction with a listing service. According to the method, inquiry data related to an inquiry of the user with the listing server is received, a lead record is created using the received inquiry data, and stored in a database. An action record associated with the lead record is created each time an action to be taken in furtherance of the

10 TW.  
Appl. No.: 11/718,869  
Amendment And Response To Office Action

Docket No.: 085804 . 013100

initial inquiry is identified. The created action record is stored in the database. The lead and action records are for use in providing the user with a status of the user's inquiry. An interface accessible by the user is populated using the lead and action records, and with information related to the initial inquiry received from one or more ancillary services.

The applied art, namely Cook, Rinebold, and Wilkins, fails to disclose the method of tracking a user's interaction with a listing service, particularly as regards creating and storing lead and action records for use in providing a user with a status of the user's inquiry with the listing service.

Cook describes a system to collect and organize customer-marketing data that identifies prospective customers as leads to be pursued by one or more companies. As described in paragraphs 11 and 12 of Cook, the prospective customer information (i.e., contact information, customer's needs) is provided by the customer via a questionnaire (Figure 2 of Cook), or a company representative can enter the information (Figure 3 of Cook). The system can be used to gauge the viability of the prospective customer, and identify a priority for responding to the lead. A company can access a prospective customer's information, and can follow up with the customer based on a determined viability of the prospective lead.

The lead management system described in Cook focuses on a different aspect of inquiry management and does not suggest the problem or offer the solution addressed by the present claims. It is clear from a reading of Cook that Cook focuses on the company's response to the customer's inquiry and does not consider providing a mechanism for managing a inquiry from the customer's perspective. In contrast to Cook, the invention of the present claims creates and stores lead and action records for use in providing a user initiating an inquiry with a status of the user's inquiry.

Appl. No.: <sup>10 T.W.</sup> 17718,869

Docket No.: 085804 . 013100

Amendment And Response To Office Action

Cook fails to teach, suggest or disclose a method of tracking a user's interaction with a listing service. Cook does not involve listing services, or tracking a user's interactions with a listing service. Cook fails to teach, suggest or disclose creating and storing lead and action records for use in providing the user with a status of the user's inquiry, the lead record being created using received inquiry data related to an inquiry made by a user with a listing service, and the action record, which is associated with the lead record, being created each time an action to be taken in furtherance of the initial inquiry is identified. Nothing in Cook teaches, suggests or discloses an interface accessible by the user which is populated using the lead and action records, let alone a user interface that is populated with information related to the user's initial inquiry received from one or more ancillary services.

The art applied against certain of the dependent claims, i.e., Rinebold and Wilkins, fails to remedy the deficiencies noted with respect to Cook. Nothing in Rinebold, and in particular the cited portions of Rinebold, teaches, suggests or discloses a method of tracking a user's interaction with a listing service, let alone creating and storing lead and action records for use in providing the user with a status of the user's inquiry, and/or populating an interface accessible by the user using the lead and action records, and information related to the user's initial inquiry received from one or more ancillary services. Wilkins also fails to teach, suggest or disclose these elements. Wilkins focuses on direct sales and marketing and identifying "intender leads", which Wilkins defines to be prospective customers that are financially capable of making a purchase and are ready to make a purchase in the near future. It is clear that Wilkins is in no way related to the invention of the present claims, and certainly cannot be said to teach, suggest or disclose the invention of the present claims.

Appl. No.: <sup>10 T.W.</sup> 41/718,869

Docket No.: 085804 . 013100

Amendment And Response To Office Action

For at least the foregoing reasons, Claim 1 is believed to be in condition for allowance.

In addition, for at least the same reasons, Claims 13 to 15 are seen to be in condition for allowance. The claims that depend from these claims are also believed to be in condition for allowance for at least the same reasons.


In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

The Applicant respectfully requests that a timely Notice of Allowance be issued in this case. Should matters remain which the Examiner believes could be resolved in a further telephone interview, the Examiner is requested to telephone the Applicant's undersigned attorney.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-2638. Please ensure that the Attorney Docket Number is referred when charging any payments or credits for this case.

Respectfully submitted,

Date: December 11, 2006

  
Carole A. Quinn  
Reg. No. 39,000  
Email: quinnc@gtlaw.com  
Phone: (714) 708-6500

Customer Number 32361  
GREENBERG TRAURIG, LLP  
Met Life Building  
200 Park Avenue, 20<sup>th</sup> Floor  
New York, New York 10166  
Phone: (212) 801-9200  
Fax: (212) 801-6400

NY 238232732